

News from Serennu

February– Chwefror 2024



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Sparkle Need Your Help Please

Why are we experiencing financial challenges?

Over the past year, the costs of providing our services have increased across the board - salaries, pension, insurance, staff training, uniforms etc. At the same time, the number of grants we have been able to attract has gone down, and the grants themselves are smaller than previous years. Our fundraising activities have simply not brought in the amount of money we need to cover our costs, and we have been spending an average of £50,000 a month more than we have brought in. Clearly, we cannot continue to do this, as we will simply run out of money and will be unable to deliver any services.

What have we done to try and solve the problem?

We have made a number of changes internally - no recruitment of new staff, no training other than mandatory training, increase in prices for activities, no new uniforms etc. However, these changes alone will not be enough. We have also searched every possible grant option available, and are following up on new ones identified. We are also undertaking an in depth review of all the services we provide, which will take place over the next month. However, we need you, as parents and carers, to actively fundraise on our behalf. There are many local companies who support charities, but they will only do so if a member of their own staff recommend a charity - you are best placed to say how vital our services are, and carry far more weight than we do.

What did parents/ carers suggest to us at the meeting?

There were a lot of really helpful suggestions, all of which we will now work on, with your support. These included:

- ◆ A membership scheme for families - it was highlighted that parents would be happy to become Sparkle members, paying £5-10.00 a month, for access to services, with some membership rewards offered.
- ◆ Parents will form a fundraising group, supported by Sparkle. If you are interested in joining, please email: fundraising@sparkleappeal.org
- ◆ Prices to increase, in recognition of how valuable the service is. Given the level of support/ activities and skills offered in clubs and on residential trips, it was felt that our prices could be increased.
- ◆ Family fun days/ events - these will now need to be cost neutral, or even raise some money for the charity, which families felt was very reasonable. They may also attract sponsorship from local companies.
- ◆ A leaflet for parents to give to their employers - this would explain who Sparkle are, what they do, and why they need sponsorship. Please find attached a copy, if you would like a hardcopy please approach one of our Family Liaison Officers who will be able to print this at request. Sparkle have just commissioned a company to produce a short video explaining who we are and what we do. We will provide a link to this to all families once it is complete, which they can also share with employers/ companies/ organisations who may contribute money.
- ◆ When parents first join Sparkle - hold a parents evening to explain who we are, how we are funded, what our costs are, and how parents can help.
- ◆ Increase awareness of Sparkle in the community - we have published a news item in the Argus yesterday, and we are reaching out to contacts in the TV channels to try and interest them in featuring our services, and our current funding crisis.
- ◆ A request that our social media reflects Caerphilly and North Gwent as frequently as Serennu and South Gwent.
- ◆ Hold a family event in the middle of Gwent, so that families from across all areas can attend together and get to know one another.

What will happen next?

We will host another meeting for parents/carers, on which will be 'in person' and with the option to join by teams.

The invite to join the meeting virtually will be sent out nearer the time with instructions.

This will be on Monday 12th February at 6:30pm at Serennu Children's Centre.

We appreciate that this is a really worrying time for everyone involved, but please be assured we are doing everything in our power to protect our services. We appreciate your support, and we really hope that you can work with us to maximise our fundraising income, and protect the service for the future.

If you would like to be kept up to date with activities, events, forums and support groups being held at Serennu and in the local area please email: Family.Liaison.ABB@wales.nhs.uk or call: 01633 748013 to be included on the contact mailing list.



Sign of the Month Arwydd y Mis

©Signalong

RUGBY – RYGBI

Supporting full "C" hand (palm forward, pointing down) behind and to one side of working full "C" hand (palm back, pointing down); formation moves to supporting side, as hands bend up at wrists changing to open hands .

For more signs, information and resources, please see www.signalong.org.uk or talk to your speech and language therapist.

All Welcome!



sparkle

at Serennu Children's Centre

A chance to relax and chat to other parents and carers.
Children welcome

10am – 12pm

Friday 12th January
Friday 2nd February
Friday 1st March
Friday 13th April
Friday 3rd May
Friday 7th June
Friday 5th July

For further information please contact our Family Liaison Officers
email: abb.familyliaisonofficer@wales.nhs.uk or tel: 01633 748 013

Future Dates at Serennu

Friday 3rd February

Sparkle Coffee Morning
A chance to relax and chat to other parents and carers.
Children welcome.
10am-12pm

Saturday 10th February

Serennu Dad's Group for parents/grandparents/male carers to get together for a chat and a coffee
10am-12pm

Wednesday 14th February

National Youth Advocacy Drop In Session
NYAS can provide independent professional advocacy for children and young people involved with children's services.
10am-12pm

Friday 23rd February

Exploring Behaviours that can Challenge
We will share ideas behind behaviour support and help you to understand and respond to behaviours that can often challenge.
10am-12pm
You do need to request to attend this session,
Book before
12pm on
Friday 16th February

Monday 26th February Evening Session

ADHD Parent Support Group
For parents/carers affected by ADHD
5.30pm-7.30pm

Great Fun at the Serennu Santa's Grotto



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Justgiving.com/SparkleAppeal



www.SparkleAppeal.org



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